

# Hungry for success?



 **INTERGASTRA**

Leitmessen für Hotellerie & Gastronomie  
3.-7.2.2024 | Messe Stuttgart

Key to markets

Messe Stuttgart



**Show  
Time!**



**GELATISSIMO**

Die ganze Welt der Eiskultur  
3.-7.2.2024 | Messe Stuttgart



# INTERGASTRA 2020

## Review

Impressions



# Online seminar for new exhibitors and interested parties

28.06.2023

14:00

via Zoom

# Agenda

Introduction of the project team and the schedule

Trade fairs are all-rounders

The trade fair combo: INTERGASTRA/GELATISSIMO

Good reasons to come to Stuttgart!

INTERGASTRA/GELATISSIMO 2024

Communication

Dates & Prices



# The Team

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 GELATISSIMO



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„Trade fairs are  
all-rounders“



### A place for

- Doing **business**
- Improving **sales**
- Presenting **new products & services**



- Reaching out to **new target groups** and cooperation partners

- **Addressing** the clientele



- Showing a **presence**, building trust, retaining customers

- Enjoying the **live experience**, away from the virtual space



- Demonstrating **strength**
- Winning **market shares and reach**



- **Networking** individually
- Receiving immediate **feedback** for one's products



- **Discovering trends & meeting the industry**

- **Communicating & indulging in the trade fair experience**





# What is INTERGASTRA?



Ihr Systemlieferant  
für Großküchentechnik

**Stierlen**  
SEIT 1893

MultiRinse-Line

Für jeden Einsatz umweltschonend  
Für die MultiRinse-Line

winterhalter



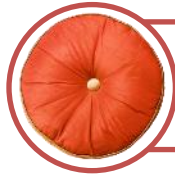
MARENO  
ENJOY YOUR MARENO

MARENO  
PROFESSIONAL EQUIPMENT

**GR**  
LADEN  
GASTRO

Rieber

Acker  
respiration &  
transpiration



FURNISHINGS & DINING CULTURE



COFFEE &  
CONFECTIONERY



KITCHEN  
TECHNOLOGY



FOOD



BEVERAGES



GELATO & RAW MATERIALS & MACHINES



OUTDOOR.AMBIENTE.LIVING



DIGITAL SOLUTIONS

- Food
- Kitchen Systems
- Furnishing & Tableware,  
DEHOGA (7) & Career
- Digital solutions,  
Cash registers &  
Accounting systems
- Coffee & Confectionery,  
Vending
- Beverages
- GELATISSIMO: GELATO
- Outdoor. Ambiente.  
Living.



← Karlsruhe  
 Frankfurt  
 Basel  
 A8 → München

Bosch Parkhaus

Entrance East  
 Entrance ICS  
 Messe-piazza

Stuttgart Airport  
Busterminal (SAB)

Bus & Taxi  
 Flughafen/Messe

Stuttgart Airport



**Show  
Time!**

# What is GELATISSIMO?



TOPPINGS & WAFFLES



RAW MATERIALS



ICE-CREAM MACHINES AND  
EQUIPMENT FOR THE ICE CREAM LABORATORY



CUPS AND MENUES



SHOP DESIGN & FITTINGS



ACCESSORIES



REFRIGERATED COUNTERS AND  
DISPLAY CABINETS



Good reasons  
to come  
to Stuttgart!

TOP deciders of  
the industry

Industry meeting  
in **10** halls

# Internationally pioneering

Visitors from over **70** countries

Representing **30,000** companies

**120,000** m<sup>2</sup>  
Exhibition area!







**OLYMPIADE  
DER KÖCHE**  
MESSE STUTTGART  
2-7 Feb 2024

Which cooking teams  
are competing and  
more information  
about IKA here:





Your a la carte  
presentation!

# In the heart of Europe



Your short cut  
to success!





# Perfect logistics





# INTERGASTRA/ GELATISSIMO 2024

Facts & figures about the fairs

## Our promotional supporters:



LANDESINNUNGSVERBAND  
DES KONDITORENHANDWERKS  
BADEN-WÜRTTEMBERG



## Our partners:



Bundesverband  
der Deutschen Vending-  
Automatenwirtschaft e. V.



## Accompanying programme & Special shows



GRAND PRIX GELATISSIMO



OUTDOOR.AMBIENTE.LIVING.



NEWCOME

**Vending is  
trending!**

NEW

FOCUS VENDING

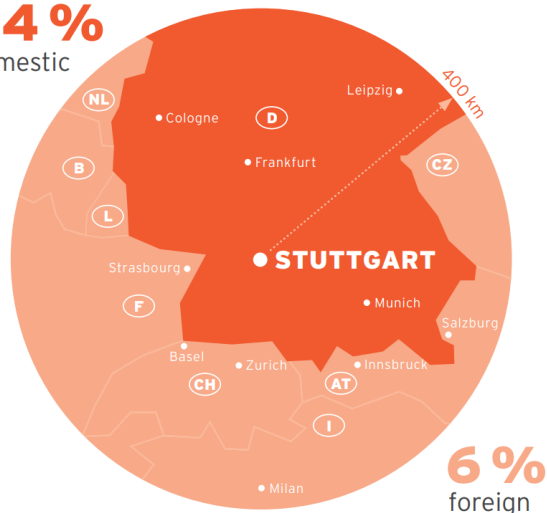
... and much more!

# Who comes to the INTERGASTRA?

## Catchment area visitors

(Source: Representative Visitor survey of 2020)

**94 %**  
domestic



The visitors give INTERGASTRA a rating of **1.7**

## Visitor structure

(Source: Representative Visitor survey of 2020. Multiple answers possible.)

- 

**44 %**  
Gastronomy, restaurant, hotel restaurant
- 

**19 %**  
Hotel industry, guest house
- 

**11 %**  
Cafés, coffee shops
- 

**9 %**  
Community catering, catering, home and hospital catering
- 

**9 %**  
Food and beverage retail, retail chain, wholesale
- 

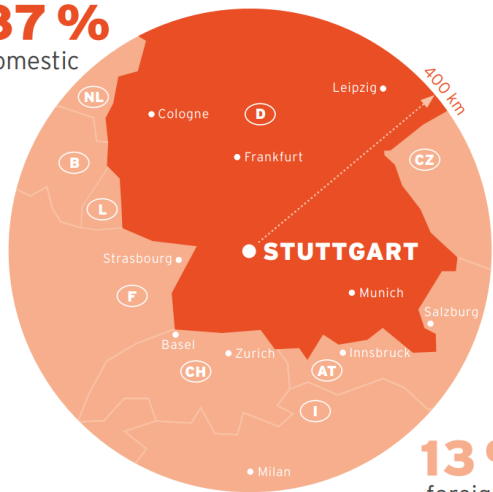
**7 %**  
Bakery, confectionery, café

# Who comes to the GELATISSIMO?

## Catchment area visitors

(Source: Representative Visitor survey of 2020)

**87 %**  
domestic



**13 %**  
foreign



The visitors give  
GELATISSIMO  
a rating of

**1.8**

## Visitor structure

(Source: Representative Visitor survey of 2020.  
Multiple answers possible.)



**50 %**

Ice-cream salon, ice-cream café,  
café, coffee shop



**18 %**

Gastronomy, restaurant,  
hotel restaurant



**16 %**

Bakery, confectionery, café



**7 %**

Hotel industry, guest house



**8 %**

Food and beverage retail,  
retail chain, wholesale



**5 %**

Community catering, catering,  
home and hospital catering





# Communication

# Free advertising materials

- Access codes for free day tickets
- Logos
- Banners
- Image material
- Text modules
- Press releases
- Hall plan
- Posters

Note now:

Online seminar in **Fall 2023**  
**How best to advertise**  
**your exhibition presence**





# Dates & Prices 2024

# In 3 Steps to INTERGASTRA

## 01 Registration

Your registration remains free of obligation in this phase

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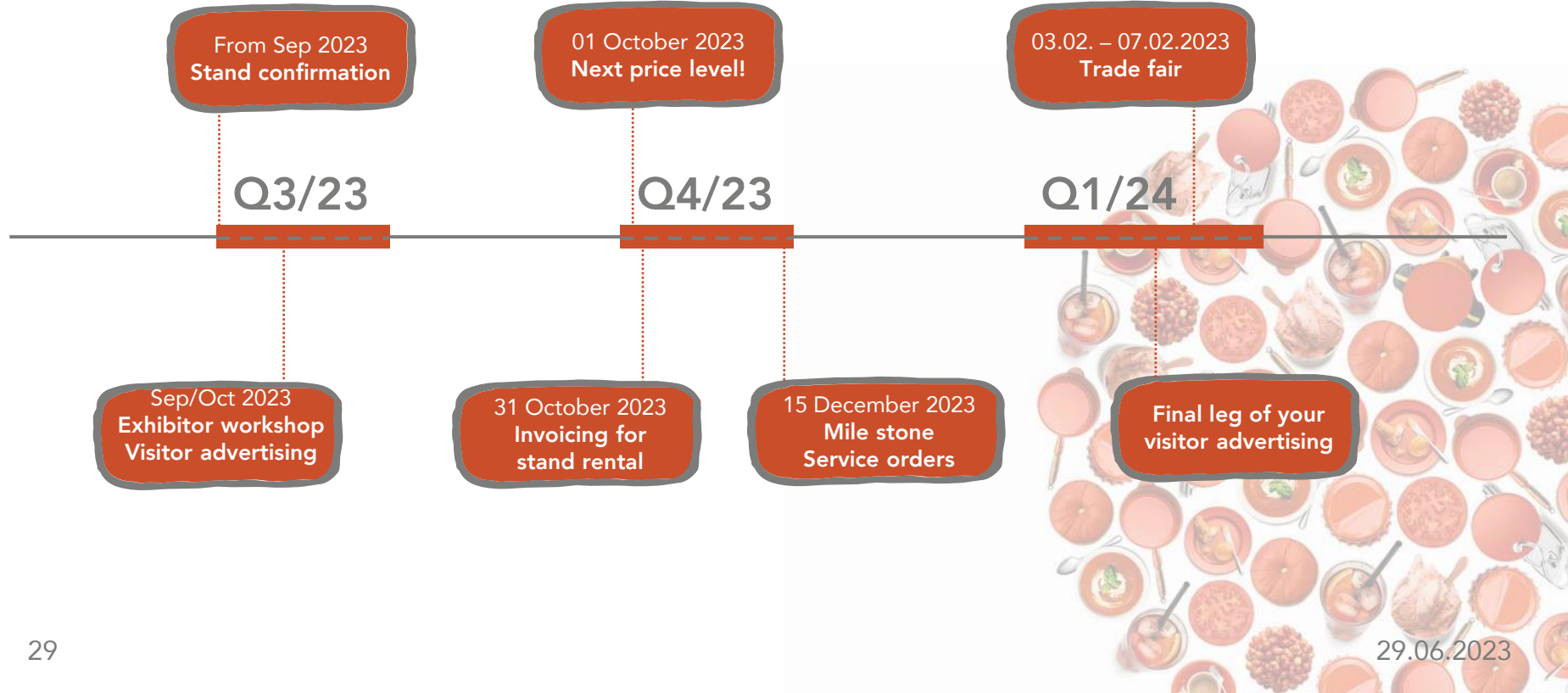
## 02 Placement proposal

The contract becomes **binding** only **after you confirmed** our placement proposal.

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## 03 Stand confirmation

Upon receipt of your **stand confirmation**, the booking is **final**.



## Prices 2024 – Stand rentals

	<b>From 01.04.2023</b>	<b>From 01.10.2023</b>
Row stand (per m <sup>2</sup> )	233 €	239 €
Corner stand (per m <sup>2</sup> )	249 €	254 €
End stand (per m <sup>2</sup> )	259 €	264 €
Island stand (per m <sup>2</sup> )	268 €	274 €
Media package	450 €	450 €
Co-exhibitors (per co-exhibitor)	590 €	590 €

## Prices 2024 – Stand construction packages

<b>KLASSIK Special</b>	Basic	107 €
	Complete	149 €

<b>CONCEPT LIGHT Special</b>	Basic	115 €
	Complete	165 €

<b>MAXIMA 40 Special</b>	Basic	109 €
	Complete	179 €

<b>LOOK Special</b>	Basic	239 €
	Complete	289 €

<b>MAXIMA HIGH Special</b>	Complete	231 €
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Ready to go?

Ready to go?

Just click here!



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#INTERGASTRA

Halle 5

Halle 5

Halle 5

5.1  
5.2